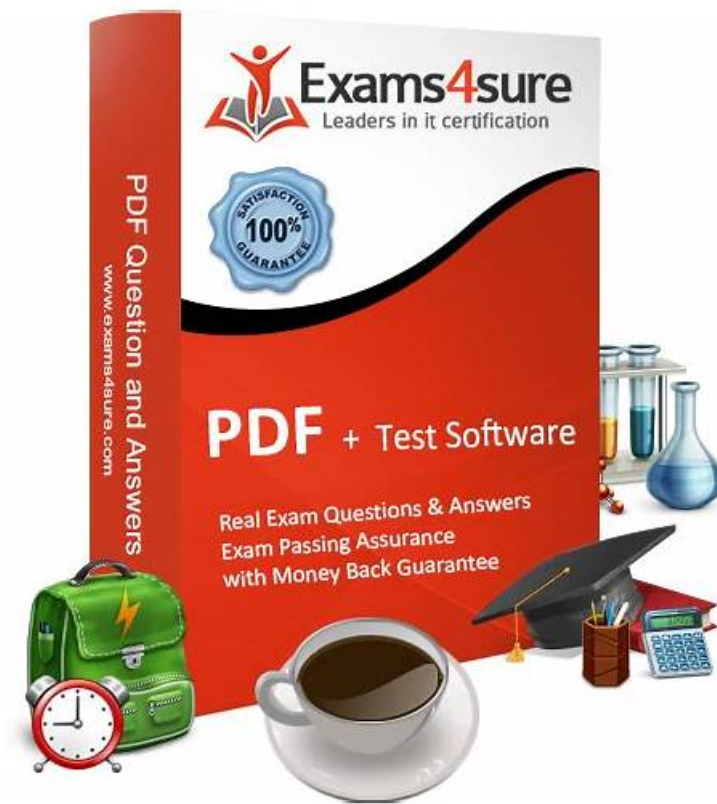


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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q147-Q152):

NEW QUESTION # 147

A customer with limited technical resources has requested assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female. Which method should a consultant recommend to ensure content is displayed properly within the email.

- A. A/B Test content type
- B. AMP script conditional against the Gender field
- **C. Dynamic Content Wizard**
- D. AMP script lookup Rows functions

Answer: C

Explanation:

For displaying content based on gender within an email:

Dynamic Content Wizard in Email Studio: This tool allows the creation of content blocks that change based on subscriber attributes directly within the email. It is user-friendly and does not require advanced technical skills.

Implementation: By using the Gender field in the sendable data extension, the Dynamic Content Wizard can automatically display different content such as men's or women's shoes based on the subscriber's gender, ensuring that the email content is appropriate and targeted.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 148

Analyst of The Northern Trail Outfitters(NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- **B. Email Send Report**
- C. Account Send Summary Report
- D. Email Performance Over Time Report

Answer: B

Explanation:

For NTO's requirement to pull detailed email metrics for each campaign across different Business Units, the appropriate report to use is the Email Send Report. This report provides comprehensive details on metrics such as number of sends, delivery rate, various bounce rates, open rate, click rate, complaint rate, and unsubscribe rate for individual email sends, which aligns well with the specified reporting needs for the quarterly meeting.

Reference: Salesforce Help - Email Send Report

NEW QUESTION # 149

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A. If the user is assigned a role in the parent business unit
- B. If the user is an API User on their record
- C. If the user has login hours enabled on their profile
- **D. If the user is logging in from a whitelisted IP address**

Answer: D

Explanation:

Marketing Cloud authenticates several factors during user login, among which:

Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

Reference: Salesforce Marketing Cloud Security and User Authentication

NEW QUESTION # 150

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber is counted.
- C. Mobile subscribers are not counted as contacts.
- **D. There are overlapping contacts in each of the channel**

Answer: D

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION # 151

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages.

Why could this be the case?

- **A. A multiplier is applied to each SMS message based on the destination country**
- B. The majority of NTO's subscriber base is in the United States.
- C. Mobile Push was enabled by mistake, which consumes Super Messages when not in use.
- D. Each email consumes five super messages when sending below a certain threshold.

Answer: A

Explanation:

A multiplier is applied to each SMS message based on the destination country, which could explain why NTO is already at 75% utilization for their annual Super Messages. For example, sending an SMS message to a subscriber in Germany consumes 1.5 Super Messages, while sending an SMS message to a subscriber in India consumes 3 Super Messages. The other options are not true or relevant.

NEW QUESTION # 152

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